AMENDMENTS TO THE CLAIMS

Claims 25-27 are currently pending in this application. Claims 1-18 were cancelled, claims 19-24 and 28-38 were withdrawn. Claims 25-27 stand rejected. Claims 25 and 26 are amended herein and claim 27 has been cancelled herein. No new matter has been added. This listing of claims will replace all prior versions, and listing of claims in the application:

Claim 1 (Cancelled)

Claim 2 (Cancelled)

Claim 3 (Cancelled)

Claim 4 (Cancelled)

Claim 5 (Cancelled)

Claim 6 (Cancelled)

Claim 7 (Cancelled)

Claim 8 (Cancelled)

Claim 9 (Cancelled)

Claim 10 (Cancelled)

Claim 11 (Cancelled)

Claim 12 (Cancelled)

Claim 13 (Cancelled)

Claim 14 (Cancelled)

Claim 15 (Cancelled)

Claim 16 (Cancelled)

Claim 17 (Cancelled)

Claim 18 (Cancelled)

Claim 19 (Withdrawn): In a network including a plurality of network devices operated by a plurality of users, a method for selecting an advertisement to be displayed on screen of said network devices that provides for selective real-time information exchange of member profile information between network devices comprising the steps of:

selecting from at least one data element associated with the member;

searching for an advertisement trigger in a database management system corresponding to the selected data elements;

determining whether the selected data elements triggers an advertisement; and

displaying an advertisement on the screen.

Claim 20 (Withdrawn): The method of claim 19, wherein the selected data element is the date.

Claim 21 (Withdrawn): The method of claim 19, wherein the selected data element is the time.

Claim 22 (Withdrawn): The method of claim 19, wherein the selected data element is the geographic location of the member.

Claim 23 (Withdrawn): The method of claim 19, wherein determining whether the selected data elements triggers an advertisement a generic advertisement is displayed when the selected data element does not trigger an advertisement.

Claim 24 (Withdrawn): The method of claim 19, wherein determining whether the selected data elements triggers an advertisement a specified advertisement is displayed when the selected data element triggers an advertisement.

Claim 25 (Currently Amended): In a network including a plurality of network devices operated by a plurality of users, a method for retrieving and pushing member profile information that provides for selective real-time information exchange of member profile information between external network devices and an information exchange system comprising the steps of:

granting, by a member, access to at least one data element associated with the member from the external network device;

retrieving the data elements associated with the member from the external network device to the information exchange system; and

storing the data elements on the information exchange system to automate access to member profile information from the external network device.;

pushing, by the member, individually selected data elements associated with the member to other respective users; and

allowing the other respective users to transmit information to the member based on the individually selected data elements.

Claim 26 (Currently Amended): In a network including a plurality of network devices operated by a plurality of users, a method for retrieving and pushing member profile information that provides for selective real-time information exchange of member profile information between external network devices and an information exchange system comprising the steps of:

granting, by a member, access to at least one data element associated with the member from the external network device;

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snarfing the data elements associated with the member from the external network device to an information exchange system; ~~and~~

emulating the member profile on the information exchange system to automate access to the external network device~~.~~;

pushing, by the member, individually selected data elements associated with the member to other respective users; and

allowing the other respective users to transmit information to the member based on the individually selected data elements.

Claim 27 (Cancelled)

Claim 28 (Withdrawn): In a network including a plurality of network devices operated by a plurality of users, a method for synchronizing member records received from a network device that provides for selective real-time information exchange of member records between the network device and an information exchange system comprising the steps of:

receiving a member record from the network device;

querying a mapping database for the received record;

locating the record in the mapping database;

confirming editing rights to the record for the member;

determining a date for the record and a date of last synchronization; and

updating the record on the information exchange system.

Claim 29 (Withdrawn): The method of claim 28 further comprising:

searching for additional records from the network device; and

repeating the steps of said method for synchronizing member records received from a network device for each of the additional records.

Claim 30 (Withdrawn): The method of claim 28 wherein locating the record in the mapping database an instruction is sent to delete the record when the record is not located.

Claim 31 (Withdrawn): The method of claim 28 wherein confirming editing rights to

the record for the member the record is not updated when editing rights are not confirmed.

Claim 32 (Withdrawn): The method of claim 28 wherein determining a date for the record and a date of last synchronization the record is not updated to the information exchange system if the record date is earlier in time than the last synchronization date.

Claim 33 (Withdrawn): The method of claim 28 wherein querying a mapping database for the received record a new mapping is created in the mapping database between the record and the user when a mapping is not located.

Claim 34 (Withdrawn): In a network including a plurality of network devices operated by a plurality of users, a method for processing instructions received from an information exchange server that provides for selective real-time information exchange of member records between a network device and the information exchange system comprising the steps of:

receiving an instruction;

performing an operation based on the instructions; and

repeating the operation for each of the received instructions.

Claim 35 (Withdrawn): The method of claim 34 wherein the instruction is a delete record instruction.

Claim 36 (Withdrawn): The method of claim 34 wherein the instruction is an update record instruction.

Claim 37 (Withdrawn): The method of claim 34 wherein the instruction is an add record instruction.

Claim 38 (Withdrawn): The method of claim 37 wherein performing an operation based on an add record instruction further comprises:

sending a mapping of the new record to the information exchange server.